FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00089068-A **Type of Permit:** STILL **Release Date:** 04/14/2015

Production Company VIEWFINDERS LLC

Insured Company Name VIEWFINDERS LLC

Contact Phone No. 1 631-537-6011
Contact Phone No. 2 917-974-4111
Fax
Address 101 SAG HARBOR TURNPIKE
BRIDGEHAMPTON, New York 11932

Production Title AMERICAN FASHION BRAND

Type of Production Still Photo

Producer Dana Brockman

Director N/A N/A

1st AD N/A N/A

Production Manager N/A N/A

FilmL.A. Coordinator Sophia Alexander

Location Manager Dana Brockman
Primary Phone Mobile - 917-974-4111
Secondary Phone

Location Assistant N/A N/A
Primary Phone Mobile - N/A
Secondary Phone

Fees

SANTA MONICA PIER/CAROUSEL STILL PHOTO EXTERIOR LOCATION FEE $1,588.32

Total Permit Fee $1,588.32

Number of Locations 1

NOT A PERMIT

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Location 1 of 1

Permit Number	S00089068-A	**Location Manager**	Dana Brockman
Production Company	VIEWFINDERS LLC	Primary Phone	Mobile - 917-974-4111
Insured Company	VIEWFINDERS LLC	Secondary Phone	
Production Title	AMERICAN FASHION BRAND		

Location Address 380 Santa Monica Pier, Santa Monica, CA, 90401

Location Name SANTA MONICA PIER - PACIFIC PARK

Location Type Amusement Park

Film Dates 2/2/2015 - 2/2/2015 08:00 - 18:00 1 day

Open or Closed to the Public Open

Generic Conditions
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic

Please see attached documents
Viewfinders_AL_exp01-30-2016.pdf
Pier Weight limits.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20
Cube Trucks	1
Generator	1
Motor Homes	3
Vans	4

Personnel on Location

Type	Quantity
Cast	2
Crew	28
Santa Monica Fire Officer	1
Santa Monica Police Officer	1

Filming Activities Exterior models against scenery; generator usage from 10AM - 3PM for the fireman ;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Thomas Guide **Page:** 671 **Grid:** E3

Location Notes No posting of production/directional signs allowed on public property.

Coordinator Note NOT PERMITTED FOR WATER OR SAND ACTIVITY.

Coordinator Note PER SGT BRAATEN, ONE OFFICER AND ONE VEHICLE REQUIRED 02/02/2015, 0800HRS - 1800HRS

Coordinator Note ONE FIRE OFFICER AND ONE VEHICLE REQUIRED 02/02/2015, 0800HRS - 1800HRS.

Coordinator Note RIDER A GENERATED TO COLLECT SANTA MONICA PIER FEE.

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

City of
Santa Monica

Office of Pier Management
200 Santa Monica Pier
Santa Monica, California 90401
O: (310) 458 - 8216

Permit #S00089068-A

Santa Monica Pier Weight Limits and Restrictions

Weight Limits: Municipal Pier, 10 tons (20,000 lbs). Pier parking lot and Pleasure Pier, 3 tons (6,000 lbs) 21461(a) cvc

Vehicle Length: No vehicles over 22 feet in length (with or without trailers) 21461(a) cvc

Vehicles adhering to these guidelines, they may travel onto the Municipal Pier or the event lane on the Pier parking lot, include: Ford E/F 250, Dodge or Chevy 2500, and stake bed or box trucks with a California DMV Declaration of Weight decal of 20 or less. Vehicles with the California DMV Declaration of Weight decal of more than 20 will not be allowed on the pier. (Example of decal below.) GVW and GCW will not be used to determine weight.

It is at the discretion of a Harbor Patrol Officer that any vehicle that looks overloaded or is capable of being overloaded can be sent out to get weighed so that proof can be presented.

NO vehicles may remain parked on Pier roadway or in Pier Deck Parking with the exception of loading or unloading only.

NO vehicles will be allowed to drive beyond Pacific Park at any time.

ALL vehicles must be parked at the yellow curb during loading and unloading allowing full access for emergency vehicles. The number of delivery vehicles allowed on the pier at any one time will be at the discretion of the assigned Harbor Patrol Officer.

NO trailers other than single axles will be allowed in the Pier Deck Parking Lot.
** Towed generator units, must have a weight certificate from an authorized weight station dated 1 hour prior to pier arrival. Weight certificates must be submitted to the assigned Harbor Patrol Officer before being driven on the Pier**

NO Gators, Golf Carts, Scissor Lift, or Fork Lifts are permitted on the Handicap/Pedestrian ramps to gain access to the Santa Monica Pier. Unless otherwise approved in the planning process for onetime up and onetime down. If approved, the South ramp is the only ramp to be used.

NO Scissor Lifts or Fork Lifts will be allowed on the pier without pneumatic tires (air filled) and **Shall Not** weigh more than 6,000 lbs. 5/8 inch (or thicker) OSB or plywood must be used underneath the lift during its entire operation on the wood deck.

NO skid steer forklifts (i.e. Bobcats) will be permitted anywhere on the pier.

NO form of ballast other than water containers shall be used for securing large tents or stages. All containers must be filled in place. Any container or grouping of more than 110 gallons must be placed on 5/8 inch OSB or plywood. Cabling through the deck may be used as an alternative that must be approved in the planning process due to other restrictions.

NOT A PERMIT

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Viewfinders **("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.**

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 1/30/15

Dana B. Viewfinders
Name of Principal

By: _____
Representative's Signature

Dana Brockman
Print Representative's Name

owner
Representative's title

P.O. Box 1756
Bridgehampton, NY 11932
Principal's Address

9179744111
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

Permit #S00089068-A

NOT A PERMIT